Tuesday 6 October 2020
From 12:30 to 13:30 (CEST)

Q&A virtual session

Older persons as local agents of change

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“Because older people are the ultimate experts on their own lives” (WHO, 2007)

Speakers

• Erik van Ossenbruggen, Consultant Stedelijke en regionale ontwikkeling, Ecorys (Netherlands)

• Willeke Van Staalduinen, Co-Founder, AFEdemy, (Netherlands)

• Luana Rotari, Coordinator of the Interreg Alpine Space project TAAFE - Towards and Alpine Age Friendly Environment, City of Treviso (Italy)

• Paul McGarry, Assistant Director, Greater Manchester Combined Authority (United Kingdom)

Moderated by Piera Petruzzi, Senior Project Expert, ESPON & Julia Wadoux, Policy Coordinator, AGE Platform Europe
“Because older people are the ultimate experts on their own lives, WHO and its partners in each city have involved older people as full participants in the project. Project leaders sought the first-hand experience of older people”.
First quarter 2021: Green Paper on Ageing + open consultation
Key note speech

Erik van Ossenbruggen
Ecorys (Netherlands)
Why should we engage older people?

1. Benefits for older people
   - Feelings of purpose and meaning
   - Mental and physical health
   - Practical improvements in e.g. public space
     - Older people themselves know best what they require!

2. Societal benefits (broader perspective)
   - Increased older people’s quality of life means lower societal costs (e.g. medical costs)
     - Current example: COVID-19
   - Engaging older people increases participatory practice within local government
   - By engaging older people, we also stimulate inter-generational contacts, lowering ageism/ prejudices and increasing social capital
Good practices of engaging older people

1. Public consultations
   - Oslo (NO), Gothenburg (SE)
   - Fieldwork in neighbourhoods
   - Discussions with municipality

2. Older people as co-researchers
   - Manchester (UK)
   - Research on how to develop age-friendly neighbourhoods

3. Public discussions
   - Amsterdam (NL), Hengelo (NL)
   - UP! Talkshow
   - Sensitive topics, discussed in an informal and relaxing atmosphere
4. Service provision by older people
   • Zaragoza (ES)
   • Social gathering centres for older people (‘Centros de Convivencia’)
   • Older people can fulfil a role as volunteer
Challenges ahead and how to cope with this

1. Spreading the word and raising awareness
   • More positive (public) attitude towards ageing and older people
   • Getting inclusion of older people ‘in the system’
   • Getting ageing on the radar at the political level
   • Exchange of knowledge and experiences; inter-city collaboration (e.g. AGE; Eurocities)

2. Coping with hard-to-reach groups
   • Current interventions may not be optimally effective for all population groups
   • Solutions:
     • ‘culturally sensitive’ adaptations of established interventions/ projects
     • creating local bottom-up communities where older people act as peer coaches and take up leadership (towards change) themselves

3. Older people and ICT
   • Göteborg (SE): Life Filming project and Barcelona (ES): Vincles app
There is more... check ESPON ACPA!

www.ESPON.eu/ACPA

Also available:
• Synthesis report
• Annex with many interesting maps and figures
• 8 city reports with case studies

Sneak peek:
available soon in French, Spanish, Dutch, Norwegian and Swedish!

And do not hesitate to contact me in case of questions, tips, etc.
• Erik van Ossenbruggen
• Consultant Urban and regional development at Ecorys (NL)
• Policy development and evaluation (ex ante, mid term and ex post)
• Erik.vanOssenbruggen@ecorys.com ; +31 6 412 59 067
Panel discussion

Willeke Van Staaldruinen, AFEdemy (Netherlands)

Luana Rotari, City of Treviso (Italy)

Paul McGarry, Greater Manchester Combined Authority (United Kingdom)
Age-friendly Environments

ACTIVISTS

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European Committee of the Regions
Age-friendly Environments
AGE Platform Europe
ESPO
EUROPEAN UNION
Towards the Age-friendly Europe
TOWARDS
Confronting Demographic Change
Interreg Alpine Space
Main aim: To train and support older adults to promote and realise age-friendly environments in their own town, city or community

Methodology:
• Training on advocacy
• Training on age-friendly environments
• Study visits to age-friendly cities The Hague (NL) and Udine (IT)
AFE Activists
Training in The Hague (Autumn 2019), Neighbourhood Transvaal

- Shanti Transvaal – Hindustan older adults
- Dutch older adults
- Missing: Moroccan and Turkish older adults
- Next project: Oranjefonds

Lessons learned:
- Joint activities best received
- All have smart phones, but not used to work on internet or social media
- Training sessions of 2 hours maximum
AFE Activists Study visits

October 2019: The Hague

March 2020: Udine

COVID-19
Follow up: BRIDGE THE GAP! Erasmus+ project 2020-2022. Focus on training of digital skills

Further reading: www.afe-activists.eu
Contact: willeke@afedemy.eu
Enhance the capacity of Public Authorities to develop age-friendly environments by deploying participatory co-creation methods.

Increase senior citizens sense of inclusion, identification and empowerment.

www.alpine-space.eu/projects/taafe/en/home
Establishment of TRIO and LAG: the engine of the process at local level

LAG: composed by 10-15 members. It supports TRIO in gathering information, defining goals and priority tasks. It participate in the planning, implementation and evaluation of the action.

CO-ASSESSMENT OF NEEDS

- The assessment of needs will be done with the inclusion of same older «hard to reach» and is focused on what people like and what they see as a challenge in their community. The elaboration of the assessment of needs will be inspired by the WHO’s 8 domains.

CHOICE OF 1 PRIORITY TASK

- What we need, want and can do: choice of one concrete and realistic priority task for planning and implementation

CO-PLANNING AND CO-IMPLEMENTATION

- TRIO and LAG work together on the co-planning and the co-implementation of the priority task chosen. This tasks will be carried out in 1 year

Beginning of a new cycle

TAAFE Model: Participatory, Concrete, Systemic

Treviso Italy

Marseille France

Feldbach Austria

County of Tubinga – City of Mössingen Germany

Žiri Slovenia

5 different transalpine environments with various resources

European Committee of the Regions

Co-financed by the European Regional Development Fund

AGE Platform Europe

AGE-friendly Environments ACTIVISTS

ESPON

EUROPEAN UNION

Towards 2020 Age-Friendly Europe: Committed to Demographic Change

Interreg Alpine Space
Follow our progress!

Contact Person
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Talking about my generation:
https://www.youtube.com/watch?v=OHeLaUFbUhE
Questions & Answers

• You use the chat box

or

• Raise your hand to ask for the floor (see icon next to your name or at the bottom of the participants’ list)
“(…) let’s not treat older people as invisible or powerless. Many older people depend on an income and are fully engaged in work, in family life, in teaching and learning, and in looking after others. Their voices and leadership count. “

António Guterres
UN Secretary General
1 May 2020

"Our response to COVID-19 must respect the rights and dignity of older people"
Some resources:

- ACPA project: [https://www.espon.eu/ACPA](https://www.espon.eu/ACPA)
- AFE activists project: [https://afe-activists.eu/](https://afe-activists.eu/)
- WHO Decade of Healthy Ageing: [https://www.who.int/initiatives/decade-of-healthy-ageing](https://www.who.int/initiatives/decade-of-healthy-ageing)

Contact persons

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